



CITY OF FRISCO
FRISCO ATHLETIC CENTER
5828 NANCY JANE LANE
TEL: 9.292.6615 FAX: 9.292.6641
WWW.FRISCOFUN.ORG

TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager

Rick Wieland, Parks and Recreation Director

Marcy Jones, Recreation Services Manager

FROM: Krysta McFarland, Aquatic Program Coordinator

DATE: November 4, 2009

SUBJECT: Monthly Report on the Registration, Participation and Revenue of the Water Aerobics and Learn to Swim Programs

The purpose of this memorandum is to provide an update on the registration and participation of the Water Aerobics and Learn to Swim Programs offered by the Parks and Recreation Department. The chart below shows the comparison of registered participants and revenue generated. Revenue generated and registered participants are **solely based** on the amount of classes that have a start date in October 2009. Each of the different areas in aquatics has been broken down by program registration revenue. Overall, the Aquatic Program Division received \$12,127.25 in program registrations for classes that are operating in October.

Aquatic Programs

Program	Number of Participants	Revenue Collected October 2008	Number of Participants	Revenue Collected October 2009
Water Aerobic FISD	18	\$666.00	10	\$540.00
Water Aerobic Daily Drop In	2	\$10.00	13	\$91.00
Water Aerobic Daily Attendance	922		644	
Water Aerobic Punch Pass			5	\$225.00
Swim Lessons	299	\$12,632.00	226	\$10,551.25
Private Swim Lessons			6	\$180.00
Semi-private Swim Lessons				
WSI Class	12	\$857.00		
Lifeguard Class				
CPR/First Aid Class				
Pet First Aid				
Wiggle and Wade			9	\$540.00
TOTAL	1253	\$14,165.00	913	\$12,127.25

Frisco Athletic Center

FY 2010 Number Of Participants

Month	Water Aerobics	ARC Classes	Swim Lessons	FISD Water Aerobics
October-09	644	0	226	28
November-09				
December-09				
January-10				
February-10				
March-10				
April-10				
May-10				
June-10				
July-10				
August-10				
September-10				
Year Total	644	0	226	28